

Keemya Case Study . Ideal client brief

Keemya

<https://keemya.net>

Competitors

- <https://xpandable.online>
- <https://microbits.co>
- <https://www.dare21.com>
- <https://it-geeks.tech>
- <https://vagary.tech>
- <https://dcentrify.com>
- <https://www.pixel38.com>
- <https://leoceros.com>
- <https://www.nascode.com>
- <https://fatcowdigital.com>
- <https://dasdesignstudio.com>
- <https://betterflylb.com>
- <https://iislb.com/core/>
- <https://creatives.me>
- <https://www.creative4all.com>
- <https://addbloom.com>
- <https://www.borninteractive.com>
- <https://bluedge.me>
- <https://socialprise.me>
- <https://www.compiac.com>
- <https://www.greynab.com>
- <https://beirutin.com>

- <https://swottm.com>
- <https://www.cre8mania.com>
- <https://digitalechoes.net>
- <https://www.webneoo.com>
- <https://strawberryagency.com>
- <https://talent-minds.com>
- <https://www.wzcreatives.com>
- <https://digiwits.co>
- <https://danadm.com>
- <https://www.onezonelb.com>
- <https://www.origin.global>
- <https://mews.agency>

Client Brief for Keemya Digital Agency

Brand Purpose: Keemya Digital Agency is a full-service digital agency committed to helping businesses thrive in today's digital landscape. Our mission is to be more than just a service provider but a true partner in our clients' success. We understand that every business is unique, and therefore, we take a customized approach to meet their specific needs and goals.

Customer Needs:

1. **Digital Marketing Strategy:** Clients seek comprehensive digital marketing strategies tailored to their business goals.
2. **Brand Awareness:** Businesses need to increase their visibility and presence in the digital space.
3. **Lead Generation:** Effective methods to attract and convert leads into customers.
4. **Content Creation:** High-quality, engaging content that resonates with their target audience.
5. **Social Media Management:** Efficient management of social media channels to build and maintain a strong online presence.
6. **SEO and SEM:** Optimization of search engine visibility and effective management of paid search campaigns.
7. **Analytics and Reporting:** Detailed insights and reports to measure the effectiveness of marketing campaigns.

8. **Website Development:** Creating user-friendly, responsive, and optimized websites.

Keemya's Services

1. Digital Marketing Department:

- **Social Media Content Creation:** Creating and distributing valuable and relevant content to attract and engage a target audience.
- **Social Media Management:** Creating and managing social media profiles and marketing campaigns on platforms such as Facebook, Instagram, Twitter, LinkedIn, and more.
- **Search Engine Optimization (SEO):** Improving the visibility and ranking of a website on search engines like Google.
- **Analytics and Reporting:** Tracking and analyzing data from various digital channels to provide insights and inform strategy.
- **Online Advertising:** Offering a variety of online advertising services, including pay-per-click advertising, display advertising, and retargeting campaigns on social media platforms.
- **Email Marketing:** Sending promotional emails or newsletters to a list of subscribers.
- **Influencer Marketing:** Collaborating with individuals who have a significant following on social media platforms to promote products or services.
- **Mobile Marketing:** Targeting customers on mobile devices through SMS, MMS, apps, and mobile web.
- **Display Advertising:** Placing banner ads on third-party websites to drive traffic to a website.
- **E-commerce Solutions:** Helping businesses set up and optimize their e-commerce stores, including creating product listings, setting up payment and shipping options, and integrating with other platforms.

The Target Profile:

Name: Tech-Savvy Entrepreneurs

- **Age:** 30-45
- **Location:** Beirut and its suburbs.
- **Occupation:** Entrepreneurs and business owners.
- **Personality:** Innovative, results-driven, strategic.

These individuals are constantly looking for ways to enhance their business operations through digital transformation. They value cutting-edge solutions and measurable results.

Name: Established Corporations

- **Age:** 35-50
- **Location:** Beirut and its suburbs.
- **Occupation:** Corporate executives and marketing managers.
- **Personality:** Ambitious, detail-oriented, goal-focused.

These corporations seek comprehensive digital marketing services to maintain their competitive edge and achieve business growth.

Name: Startups

- **Age:** 25-40
- **Location:** Beirut and its suburbs.
- **Occupation:** Startup founders and teams.
- **Personality:** Dynamic, flexible, innovative.

Startups are looking for cost-effective digital marketing strategies to establish their brand and grow their customer base.

Name: Small and Medium Enterprises (SMEs)

- **Age:** 30-50
- **Location:** Lebanon.
- **Occupation:** Business owners and managers.
- **Personality:** Practical, growth-oriented, resourceful.

SMEs need efficient digital marketing solutions to increase their market share and drive business growth.

Brand Beliefs and Values:

1. **Innovation:** Keemya is committed to staying at the forefront of digital marketing trends and technologies.
2. **Client-Centric Approach:** The agency prioritizes understanding and meeting the unique needs of each client.
3. **Transparency:** Providing clear, honest, and detailed reports on campaign performance and results.
4. **Excellence:** Striving for excellence in every aspect of digital marketing services.

Brand Personality:

1. **Professional:** Keemya maintains a high standard of professionalism in all interactions and deliverables.
2. **Innovative:** The agency embraces creativity and innovation to deliver unique and effective solutions.
3. **Reliable:** Clients can trust Keemya to deliver on their promises and achieve the desired outcomes.

Brand Benefits:

1. **Expertise in Digital Marketing:** Keemya's team consists of highly skilled professionals with extensive experience in digital marketing.
2. **Tailored Solutions:** The agency offers customized digital marketing strategies to meet the specific needs of each client.
3. **Comprehensive Services:** From SEO and SEM to social media management and content creation, Keemya provides a full range of digital marketing services.
4. **Measurable Results:** Clients receive detailed reports and analytics to track the success of their campaigns.

Competitive Advantage:

1. **Innovative Strategies:** Keemya uses the latest tools and techniques to stay ahead of the competition.
2. **Experienced Team:** The agency's team has a proven track record of delivering successful digital marketing campaigns.
3. **Client-Focused Approach:** Keemya is dedicated to understanding and meeting the unique needs of each client.
4. **Comprehensive Reporting:** Detailed analytics and reports provide clients with clear insights into their campaign performance.

Current Challenges:

- Economic situation in Lebanon.
- High competition in the market.
- Competitive pricing.

- Low client knowledge about digital marketing.
- Low volume of talent in the industry, making hiring difficult.

Unique Selling Points:

- Team of 15 top talent designers.
- Successful stories and proven track record.
- Strong system and workflow.
- Professionalism and strong client relationships.
- Team with more than 5 years of experience including account managers, designers, animators, videographers, and paid ads specialists.

Future Goals:

- To be in the top 5 digital marketing agencies in the Middle East.
- To be the number one digital marketing agency in Lebanon.

Keemya in Action: Real-Life Success Stories

1. **CapitolFOODS:** Keemya designed the packaging and full branding for CapitolFOODS, a leading beverage brand in Africa. The design efforts led to Capitol's product, Chocosmile, being nominated for the Gridliners Award in the package design category.
2. **UNICEF:** Keemya was chosen as UNICEF's digital marketing agency in Lebanon, helping to spread awareness creatively and attractively.
3. **Kalir:** Keemya helped Kalir, a hijab clothing and modest fashion brand, build a strong online presence, increasing their social media following and website traffic significantly.
4. **Mashtalkeh:** Keemya provided professional photography and creative content ideas for Mashtalkeh, a plantation shop, leading to increased social media following and online sales.
5. **Doaa Hattab:** Keemya helped fashion designer Doaa Hattab effectively express her ideas and vision through her social media presence, leading to increased engagement and sales.

Industries of Interest:

- NGOs
- Individuals: Architects, Dietitians, Influencers, Life Coaches, Personal Trainers, Doctors, Artists
- Companies: Restaurants, Clinics, Spas, Pharmacies, Farms, Product Companies, Hotels, Schools, Universities, Institutions, Small Businesses, Flower Shops, Gift Shops, Paint Shops, Libraries, Coffee Shops, Clothing Shops, Product Shops

Keemya IDEAL strategy

STREAGY FOR KEEMYA - PLANIST

Sections:

1. Audiences
2. Values
3. Goals and Objectives
4. SWOT Analysis

Audiences

1. Demographics

- Age Range: 25-50 years old.
- Gender: All genders, with a slight skew towards male entrepreneurs and corporate executives.
- Income Level: Middle to high income.
- Education Level: College graduates and above.
- Geographic Location: Beirut and its suburbs, with a broader focus on Lebanon.

2. Psychographics

- Interests and Hobbies:
 - Tech-savvy entrepreneurs: Interested in cutting-edge solutions, digital transformation, and business innovation.
 - Established corporations: Focused on maintaining competitive edge, business growth, and comprehensive marketing strategies.
 - Startups: Keen on cost-effective strategies, brand establishment, and rapid growth.
 - SMEs: Interested in efficient marketing solutions, increasing market share, and driving business growth.
- Lifestyle Choices:
 - Entrepreneurs and startups: Dynamic, fast-paced, always seeking new opportunities.
 - Corporations: Structured, strategic, focused on long-term planning.

- SMEs: Practical, resourceful, balancing cost with growth.
- Values and Beliefs:
 - Innovation, efficiency, scalability (entrepreneurs).
 - Stability, detailed planning, results-driven strategies (corporations).
 - Flexibility, innovation, rapid growth (startups).
 - Practicality, growth, resourcefulness (SMEs).
- Personality Traits:
 - Entrepreneurs: Innovative, strategic, results-driven.
 - Corporations: Ambitious, detail-oriented, goal-focused.
 - Startups: Dynamic, flexible, innovative.
 - SMEs: Practical, growth-oriented, resourceful.

3. Behavioral Characteristics

- Buying Habits:
 - Entrepreneurs: Interested in innovative digital solutions, willing to invest in long-term strategies.
 - Corporations: Look for comprehensive and detailed service packages, prefer long-term partnerships.
 - Startups: Seek cost-effective solutions, value flexibility and rapid implementation.
 - SMEs: Practical and budget-conscious, looking for value-driven solutions.
- Product Usage:
 - Regular users of digital tools and platforms, high engagement with industry content.
 - High level of engagement with analytics and reporting.
 - Regularly use social media and digital marketing tools.
 - Use digital marketing tools and platforms to drive business growth.
- Brand Loyalty:
 - Loyal to brands that deliver measurable results and value.
 - Prefer long-term partnerships with reliable and innovative service providers.
- Pain Points and Challenges:
 - Economic situation in Lebanon.

- High competition and competitive pricing.
- Low client knowledge about digital marketing.
- Low volume of talent in the industry, making hiring difficult.

4. Needs and Preferences

- Problems to Solve:
 - Need for innovative digital solutions, measurable results, and scalable strategies.
 - Comprehensive digital marketing services, detailed analytics, and maintaining a competitive edge.
 - Cost-effective digital marketing strategies, brand establishment, and rapid growth.
 - Efficient marketing solutions, increasing market share, and driving business growth.
- Primary Needs and Desires:
 - High-quality, engaging content that resonates with their target audience.
 - Effective methods to attract and convert leads into customers.
 - Efficient management of social media channels to build and maintain a strong online presence.
 - Optimization of search engine visibility and effective management of paid search campaigns.
 - Detailed insights and reports to measure the effectiveness of marketing campaigns.
 - Creating user-friendly, responsive, and optimized websites.

5. Communication Channels

- Preferred Social Media Platforms:
 - Instagram, LinkedIn, Facebook, Twitter.
- Online Behavior and Media Consumption:
 - Regular users of social media and digital marketing tools.
 - High engagement with community-driven and industry-specific content.
- Preferred Content Formats:
 - Videos, blogs, emails, case studies, detailed reports, and interactive content such as live sessions and Q&A with influencers.

Values

1. Core Principles

- **Quality:** Keemya is committed to delivering high-quality digital marketing services that exceed client expectations. This includes meticulous attention to detail in every project, from content creation to analytics.
- **Reliability:** Clients can depend on Keemya to deliver on promises and provide consistent, reliable service. This builds trust and long-term partnerships.
- **Customer-Centricity:** Keemya prioritizes understanding and meeting the unique needs of each client, ensuring customized solutions that drive success.

2. Unique Differentiators

- **Innovation:** Keemya stays at the forefront of digital marketing trends and technologies, providing clients with cutting-edge solutions that differentiate them from competitors.
- **Sustainability:** Commitment to sustainable practices, both in digital operations and in promoting sustainable values through client campaigns.
- **Community Focus:** Keemya actively engages with and supports the local community, fostering strong relationships and contributing to community development.

3. Implementation

- **Employee Training:** Regular training sessions for employees on the latest digital marketing trends and technologies to ensure high-quality service delivery.
- **Product Sourcing:** Using the best tools and platforms for digital marketing to ensure efficient and effective campaign execution.
- **Customer Service:** Implementing a customer-first approach in all interactions, ensuring responsiveness, transparency, and personalized support.

4. Communication

- **Marketing Campaigns:** Highlighting core values through all marketing materials, ensuring consistent messaging that reinforces Keemya's commitment to quality, innovation, and customer-centricity.
- **Social Media Presence:** Regularly posting content that reflects the brand's values, including success stories, community involvement, and industry insights.
- **Branding:** Consistent visual and verbal branding that emphasizes Keemya's professional, innovative, and reliable nature.

5. Connection with Customers

- **Shared Beliefs:** Keemya's values resonate with clients who prioritize quality, reliability, and innovation, fostering strong emotional connections.
- **Cultural Relevance:** By engaging with the local community and addressing region-specific challenges, Keemya remains culturally relevant and trusted.
- **Emotional Appeal:** Through storytelling and showcasing real-life success stories, Keemya connects emotionally with clients, demonstrating genuine commitment to their success.

6. Examples of Integration

- **Charitable Contributions:** Keemya regularly donates to local charities and participates in community service projects, reflecting its commitment to social responsibility.
- **Sustainability Programs:** Implementing eco-friendly practices in daily operations and encouraging clients to adopt sustainable digital marketing strategies.
- **Customer Engagement Strategies:** Hosting webinars, workshops, and client appreciation events to engage and educate clients, demonstrating Keemya's investment in their success.

7. Impact on Business Goals

- **Growth Objectives:** By adhering to its core values, Keemya attracts and retains clients who value quality and innovation, driving business growth.
- **Market Positioning:** Keemya's commitment to excellence and reliability positions it as a leading digital agency in the region.
- **Brand Loyalty:** Consistently delivering on its values fosters strong client relationships and loyalty, contributing to long-term business success.

Comprehensive Brand Values

Keemya Digital Agency's brand values are integral to its identity and market presence. By focusing on quality, reliability, customer-centricity, innovation, sustainability, and community focus, Keemya differentiates itself from competitors and builds strong, lasting relationships with clients. These values are embedded in daily business practices, communicated effectively to stakeholders, and resonate deeply with the target audience. Through specific actions and initiatives, Keemya lives its values, aligning them with business goals to drive growth, enhance market positioning, and foster brand loyalty.

Goals

1. Awareness

- **Actions to Increase Brand Awareness:**

- **Marketing Campaigns:** Develop and launch comprehensive marketing campaigns that highlight Keemya's unique offerings, success stories, and client testimonials. Use multiple channels, including social media, email marketing, and online ads.
- **Social Media Engagement:** Increase activity on social media platforms by sharing valuable content, engaging with followers, and utilizing paid social media ads. Host live sessions, Q&A events, and interactive polls to drive engagement.
- **Partnerships and Collaborations:** Partner with influencers, industry leaders, and relevant organizations to amplify reach and credibility. Participate in industry events and webinars to showcase expertise.

2. Differentiation

- **Actions to Differentiate from Competitors:**
 - **Unique Features:** Highlight Keemya's innovative solutions, such as advanced analytics and reporting, customized digital strategies, and a dedicated team of experienced professionals.
 - **Exceptional Quality:** Emphasize the quality of services provided through case studies, client success stories, and testimonials. Showcase the expertise of the team and the tangible results achieved for clients.
 - **Client-Centric Approach:** Differentiate by providing exceptional customer service, personalized experiences, and transparent communication. Ensure every client feels valued and understood.

3. Loyalty

- **Strategies to Increase Customer Loyalty and Retention:**
 - **Loyalty Programs:** Implement a loyalty program that rewards repeat clients with discounts, exclusive content, and early access to new services.
 - **Personalized Experiences:** Tailor services and communications to meet the specific needs and preferences of each client. Use data to provide personalized recommendations and solutions.
 - **Regular Check-Ins:** Maintain regular communication with clients through monthly check-ins, progress reports, and feedback sessions to ensure satisfaction and address any concerns.

4. Engagement

- **Actions to Engage More Effectively with the Audience:**
 - **Interactive Content:** Create and share interactive content such as infographics, videos, quizzes, and live sessions to engage the audience and encourage participation.

- Community Events: Host and participate in community events, webinars, and workshops to connect with the audience, provide value, and build relationships.
- Content Marketing: Develop a content marketing strategy that includes blogs, articles, and social media posts addressing the pain points and interests of the target audience.

5. Conversion

- Tactics to Improve Conversion Rates:
 - Targeted Advertising: Use targeted advertising campaigns on social media and search engines to reach potential clients with personalized messages and offers.
 - Optimizing Landing Pages: Ensure landing pages are optimized for conversions with clear calls-to-action, compelling content, and user-friendly design. A/B test different elements to determine what works best.
 - Lead Nurturing: Implement lead nurturing strategies, such as automated email sequences and personalized follow-ups, to guide prospects through the sales funnel.

6. Implementation

- Implementing Goals Within the Organization:
 - Departmental Goals: Set specific, measurable goals for each department aligned with the overall business objectives. For example, the marketing department may aim to increase social media followers by 20% within six months.
 - Team Objectives: Break down departmental goals into team objectives and individual tasks. Ensure each team member understands their role in achieving the goals and has the resources needed to succeed.
 - Regular Meetings: Hold regular team meetings to discuss progress, share updates, and address any challenges. Use these meetings to celebrate successes and keep everyone aligned.

7. Accountability

- Measures to Ensure Accountability:
 - Setting Deadlines: Establish clear deadlines for each goal and objective. Use project management tools to track progress and ensure tasks are completed on time.
 - Regular Check-Ins: Schedule regular check-ins and progress reviews to assess the status of goals and objectives. Adjust strategies as needed based on feedback and results.
 - Performance Metrics: Define key performance indicators (KPIs) for each goal and regularly measure performance against these metrics. Use data to hold teams accountable and make informed decisions.

SWOT

1. Strengths

- **Unique Features:** Keemya offers a comprehensive range of digital marketing services, from SEO and SEM to social media management and content creation, providing clients with a one-stop solution for all their digital marketing needs.
- **Quality:** Keemya maintains high standards of professionalism and quality in all its deliverables, which is evident from successful client projects like UNICEF and CapitolFOODS.
- **Customer Service:** The agency prioritizes a client-centric approach, ensuring customized solutions tailored to the specific needs and goals of each client. This has fostered strong client relationships and trust.
- **Experienced Team:** Keemya boasts a team of 15 top talent designers, animators, videographers, and paid ads specialists, all with more than 5 years of experience. This expertise allows Keemya to deliver high-quality, innovative solutions.
- **Proven Track Record:** Successful case studies and client testimonials, such as increasing social media following for Kalir and enhancing online presence for Mashtaljah, demonstrate Keemya's effectiveness and reliability.

2. Weaknesses

- **Limited Resources:** Compared to larger agencies, Keemya may have limited resources in terms of budget and manpower, which can affect scalability and the ability to take on larger projects.
- **High Costs:** The high-quality services provided by Keemya come at a cost, which might be a barrier for smaller businesses or startups with limited budgets.
- **Low Client Knowledge:** Many clients have limited understanding of digital marketing, which can make it challenging to convey the value and necessity of comprehensive digital strategies.
- **Economic Situation:** The economic challenges in Lebanon could impact clients' ability to invest in digital marketing services, potentially limiting Keemya's growth opportunities.

3. Opportunities

- **Market Trends:** The growing importance of digital presence and the increasing adoption of digital marketing by businesses provide a significant opportunity for Keemya to expand its client base.
- **New Technology:** Leveraging new technologies, such as AI and machine learning for

advanced analytics and personalized marketing, can give Keemya a competitive edge.

- **Expansion to New Markets:** Expanding services beyond Beirut and its suburbs to other regions in Lebanon or the Middle East can open up new revenue streams.
- **Partnerships and Collaborations:** Forming strategic partnerships with other digital marketing firms or tech companies can enhance service offerings and market reach.
- **Training and Education:** Offering training and educational workshops for clients to increase their understanding of digital marketing can create more informed and engaged customers, potentially leading to higher investment in Keemya's services.

4. Threats

- **Competition:** The high competition in the digital marketing space, both locally and globally, poses a significant threat. Competitors may offer similar services at lower prices or with additional features.
- **Regulatory Changes:** Changes in digital marketing regulations, such as data privacy laws, can impact how Keemya operates and require adjustments to strategies and practices.
- **Economic Downturn:** The economic situation in Lebanon and potential global economic downturns can affect clients' budgets and their ability to invest in digital marketing services.
- **Technological Advancements:** Rapid advancements in technology can be a double-edged sword; while they provide opportunities, they also require continuous learning and adaptation, which can be resource-intensive.